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CPB Awards WHYY a \$207,000 Education Innovation Grant

WHYY project to help students learn valuable workforce skills

Philadelphia – January 14, 2020 – The Corporation for Public Broadcasting (CPB) has awarded a \$207,000 grant to WHYY to expand its Pathways to Media Careers Summer program. Thanks to this generous support, WHYY will extend the Pathways to Careers internship program to dozens of additional students, will add an entrepreneurship academy to the students’ summer training, and will develop a toolkit for other public stations interested in implementing similar programs.

“Through the successful CPB-funded American Graduate initiative to help young people stay on the path to a high school diploma, we learned that education relevant to students’ interests helps keep them engaged through school and career and ultimately as productive citizens,” said Pat Harrison, president and CEO of the Corporation for Public Broadcasting. “Public media’s local presence enables them to engage directly with the communities they serve in ways that are responsive to the changing needs of Americans of all ages. This project is an example of public media’s commitment to helping the successor generation succeed.”

WHYY has trained more than 14,000 students in video and audio production in the last 12 years, including fully equipping media labs with instructors at 41 Philadelphia public schools. Last summer, WHYY expanded its Media Labs education program by providing a Pathways to Careers component for student graduates of WHYY’s youth media programs to help students transition from the classroom to a career path through paid work experiences at partner organizations around Philadelphia.

“WHYY’s youth media program has a proven track record of developing the necessary life skills for our students to succeed in the workplace,” said WHYY’s President and CEO William Marrazzo. “Now WHYY will further expand the career pathways component to our programming which allows students to see how the skills they learn throughout the program can help them in career and in life.”

To-date, 17 organizations have signed on to participate in WHYY Media Labs’ new workforce development component. They include: Philadelphia Media Network, Comcast, HiTouch Enterprises, The Philadelphia Public School Notebook, Billy Penn, Covenant and Calvary Presbyterian Churches, M&T Bank, National Museum of American Jewish History, Campus Philly, The Philadelphia African American Chamber of Commerce, Day & Zimmermann, WXPB, WRTI, Health Partners Plans, WURD and the National Constitution Center. Through their work at these partner organizations, students have published articles for various news outlets, conducted numerous audio interviews, created a host of video packages and more.

WHYY received a \$10,000 planning grant from CPB in 2018 to research community educational needs and develop a project addressing those needs. WHYY is one of four public media organizations from this initial planning grant cohort of more than 40 to receive additional funding from CPB to help implement



and extend the project over a two-year period. Other stations receiving CPB educational innovation grants are Iowa Public Television, Connecticut Public and Western Kentucky University Public Broadcasting.

About WHYY

WHYY advances civic life through storytelling, arts, education and civic dialogue. As the region's leading public media provider and PBS/NPR member station, WHYY's multimedia outreach includes **WHYY-TV**, **WHYY-FM**, WHYY's award-winning online home for news and civic dialogue, **WHYY.org** and "off-air" community forums, artistic performances, lectures and media education programs through the Dorrance Hamilton **Public Media Commons**.

About CPB

The Corporation for Public Broadcasting (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. It helps support the operations of more than 1,500 locally owned and operated public television and radio stations nationwide. CPB is also the largest single source of funding for research, technology, and program development for public radio, television, and related online services. For more information, visit www.cpb.org and follow us on Twitter [@CPBmedia](https://twitter.com/CPBmedia), [Facebook](https://www.facebook.com/CPBmedia), [LinkedIn](https://www.linkedin.com/company/cpb), and [subscribe](#) for other updates.

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